



Centers for Disease Control and Prevention  
National Center for Injury Prevention and Control  
Division of Unintentional Injury Prevention

## Division of Unintentional Injury Prevention (DUIP) Digest, January - March 2017

### Partnership Matters

#### Spread the Word

Help us spread the word about some of our recent products, releases, and partnership activities highlighted below. Feel free to share on social media!

- #RocketBlades: Out-of-this-world learning for kids ages 6-8! [Download](#) the new brain safety game today.
- #Opioids: New [resources](#) for the CDC Guideline for Prescribing Opioids for Chronic Pain.
- [STEADI: The Pharmacist's Role in Older Adult Fall Prevention](#) is a free online training developed in collaboration with the American Pharmacists Association (APhA). Visit the [STEADI training page](#) for more information and to watch the trailer video. #STEADI
- Other hashtags we've been using recently: #NotAloneInBrainInjury, #FacesOfBrainInjury #FacesofTBI, #CDCHEADSUP

### Brain Injury Awareness Day

On March 22, Grant Baldwin participated in *The Faces of Brain Injury: The Invisible Disability Affecting Children and Adults*, a briefing at the Congressional Brain Injury Task Force's annual Brain Injury Awareness Day. Rep. Bill Pascrell (D-NJ) and Rep. Tom Rooney (R-FL) are co-chairs of the task force and long-time supporters of CDC's traumatic brain injury work. Our division was excited to have a booth at the fair and

### Rocket Blades

3-2-1 Blast Off! CDC's Injury Center has developed a mobile game app on concussion safety for children aged 6 to 8 years. Through a futuristic world of galactic racing adventures children can learn the benefits of playing it safe and smart!

The app aims to teach children:

meet other organizations, families and survivors. Thank you to BIAA, NASHIA, and others who helped coordinate!

Ann Dellinger, branch chief of the Home, Recreation, and Transportation Branch of DUIP, attended ACL's stakeholder meeting and spoke on a panel with other federal agencies to discuss our work and collaboration.



Pictured: Panel of *The Faces of Brain Injury: The Invisible Disability Affecting Children and Adults*. Left to right: James Toews (ACL), Dr. Mike Colston (DoD), Olivia Lang (TBI survivor), Bill Ditto (NASHIA), Stasia Edmonston (Maryland Behavioral Health Administration), Grant Baldwin (DUIP)

- That a hit to the head or a fall can hurt their brain.
- How important it is to tell a coach, parent, or other adult when an injury occurs.
- The importance of taking time to rest and recover if they have a concussion.

[Download the free HEADS UP Rocket Blades app.](#) (The app is currently only available in the Apple App Store. An Android version of the app is coming soon.)



**[Additionally, we just updated our online coaches' training!](#)**

**[We also hosted the HEADS UP #AskTheExperts Facebook Live](#)**



Pictured: Gaya Myers (DUIP) and Ana Recio Reyes (DVBIC) at the Brain Injury Awareness Day Fair



Pictured, left to right: DUIP staff Kelly Sarmiento, Julie Haarbauer-Krupa, LeShaundra Cordier, Lace DePadilla, and Dana Waltzman

## UN Global Road Safety Week and WHO

The UN Road Safety Collaboration is pleased to announce that the Fourth UN Global Road Safety Week will be held May 8-14, 2017. With the theme #SlowDown, this year's GRSW will focus on speed management and what can be done to address this key risk factor for road traffic deaths and injuries. Click [here](#) to get involved!

WHO is registering activities for the Week [here](#). They are working to partner with a number of road safety groups which have experience in advocacy at the local level to slow down streets.

WHO is looking for photos related to speed and speed management to populate their web site and social media platforms. If you have photos you would like to share, please send them to

## IHS Injury Prevention Specialists

Injury Prevention Specialist Holly Billie, with DUIP help, hosted the Indian Health Service (IHS) Injury Prevention Specialist meeting. Fourteen injury prevention specialists from the twelve IHS Areas and IHS Headquarters attended the 2.5 day meeting at CDC to discuss various topics including evaluation, violence prevention, motor vehicle injury prevention, prescription drug overdose prevention, and what works in media communication.

[info@unroadsafetyweek.org](mailto:info@unroadsafetyweek.org) or download the [campaign poster](#) to share on your social media channels.



Pictured: DUIP Transportation Safety Team and policy team staff

## Oregon PDO team wins Oregon Public Health Division Director’s Award



Pictured: Injury Prevention Specialists

## Other Tribal updates

We would like to thank the dedicated TMVIPP Coordinators and other health, law enforcement, and administrative professionals participating in the 2010-2014 CDC TMVIPP funding cycle for their commitment to traffic safety in American Indian communities, and the tireless efforts to collect data to show how their work is making a difference.

## Lifesavers Conference

Ruth Shults, Holly Billie, and Gaya Myers attended the LifeSavers Conference in Charlotte. It was great to have public health and safety professionals, researchers, advocates, practitioners and students committed to sharing best practices, research, and policy initiatives that are proven to work.



Pictured, left to right: Lillian Shirley, Matt Laidler, Lisa Shields, Lisa Millet, Katrina Hedberg, Lisa Bui, John McIlveen

Congrats to the Oregon PDO team for receiving the Oregon Public Health Division Director's Yellow Brick Award of Distinction for Health Outcome Achievement for their work with the Oregon Health Authority (OHA) Opioid Initiative. The Oregon Prescription Drug Overdose workgroup charted and launched an OHA Opioid Initiative in January of 2016. The initiative adopted five goals that are embedded in the State Health Improvement Plan and further described in the Oregon Opioid Overdose, Misuse, and Use Disorder Prevention Plan.

OHA launched an Oregon Opioid Prescribing Guidelines Task Force and completed that work within nine months. The task force voted to endorse the *CDC Guideline for Prescribing Opioids for Chronic Pain* as the foundation for opioid prescribing in Oregon, and developed a brief addendum to address Oregon-specific concerns. The Oregon Opioid Prescribing Guidelines is changing how opioids are prescribed, how



Pictured: Panel of public health's role in motor vehicle safety. Left to right: Gaya Myers (CDC), Alejandro Baddilla (University of Miami, Miller School of Medicine), Dr. Patricia Byers (Professor of Surgery, Chief of Surgical Nutrition, University of Miami Hospital), Dr. Indira Gurubhagavatula (Perelman School of Medicine, University of Pennsylvania Medical Center, Philadelphia, PA), Natalie Draisin (FIA Foundation)

pain is treated, how patients on high doses of opioids for over 90 days are managed, and how dependency is identified, assessed and treated.

## STEADI Pharmacist Training

On March 24, DUIP launched [STEADI: The Pharmacist's Role in Older Adult Fall Prevention](#), developed in collaboration with the American Pharmacists Association (APhA). CDC's Stopping Elderly Accidents, Deaths, & Injuries, or [STEADI](#), Initiative aims to address the growing number of older adult falls in the U.S, which in 2014 resulted in 7 million injuries and \$31 billion in Medicare expenditures. Pharmacists, as some of the most accessible members of the healthcare team and as medication experts, can play a pivotal role in helping older Americans prevent falls. The new, free, interactive online training, accredited by the Accreditation Council for Pharmacy Education (ACPE), is designed to provide pharmacists with the knowledge and resources to screen older adults for fall risk, assess modifiable risk factors such as medication use, and intervene to improve older adults' health and reduce falls.

Check out our video trailer on our [STEADI training page](#)!

## Road to Zero

In October, the National Safety Council, in partnership with the National Highway Traffic Safety Administration, the Federal Highway Administration and the Federal Motor Carrier Safety Administration, announced the Road to Zero initiative. Its aim: To eliminate traffic fatalities within 30 years. CDC has been participating and excited to see the momentum. Learn about past meetings and upcoming ones [here](#).



Pictured: Too many to name! Lots of organizations and experts coming together to address traffic fatalities.



Pictured: DUIP launched the STEADI training at the APhA conference March 24-26 in San Francisco. Left to right: Helen Kingery (DUIP), Mamta Karani (DUIP), Ellyn Terry (APhA), Susan Dugan (DUIP), Misty Knack (APhA)

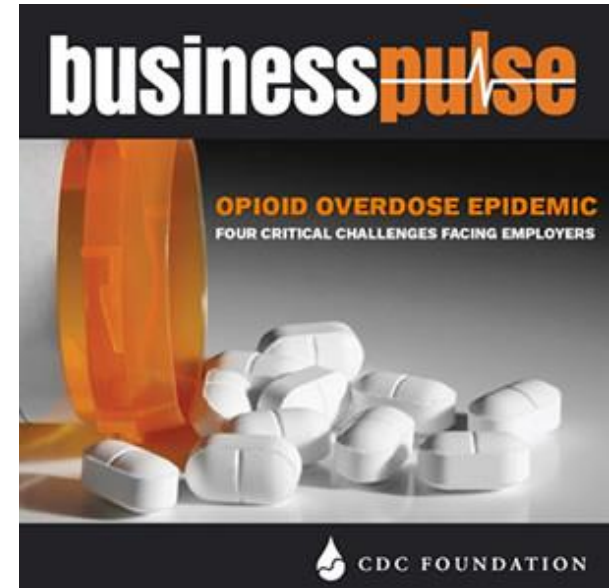
## MedStar Coordinated Care Plan Site Visit

In February, Wes Sargent and Jan Losby, along with Abt Associates, made a site visit to MedStar Union Memorial Hospital in Baltimore, Maryland. MedStar is implementing *Chronic Pain Care Involving Opioids: Coordinated Care Plan for Safer Practice*.

## Business pulse



Pictured, left to right - Christopher Kearney (MedStar), Leigh Mathias (Abt) , Stephanie Blease (MedStar), Jan Losby (DUIP), Kathryn Walker (MedStar), Wesley Sargent (DUIP), Sarah Shoemaker (Abt), and Doug McDonald (Abt).



CDC Foundation launched an online resource, the “[Opioid Overdose Epidemic](#),” intended to help employers reduce the negative impact of opioids on their workforce. The [interactive infographic](#) addresses lost workforce productivity due to opioids, the increased cost of opioid abuse and overdose as a result of healthcare and substance abuse treatment, and other challenges businesses face and how they can develop policies and programs to protect their employees. Also included are [resources](#) and [an interview](#) with Deb Houry, M.D., M.P.H., director of CDC’s Injury Center, and Mike Menkhaus, R.Ph., Enterprise Pharmacy Retail System project manager, The Kroger Co. The CDC Foundation is a nonprofit entity that advances the mission of CDC through public-private partnerships that protect the health, safety and security of our nation.

## Learning Communities

CDC and the Association of State and Territorial Health Officials (ASTHO) are co-hosting Learning Communities for all states participating in Prevention for States (Pfs) and the Data-Driven Prevention Initiative (DDPI). From November 2016 through June 2017, four virtual sessions bring together funded states to share best practices, identify and meet technical assistance (TA) needs, offer

## Congressional Hearing



informative presentations, and develop strategies to progress plans of action on advancing prescription drug misuse prevention initiatives. The second Learning Community session was on January 18, and focused on *Alignment, Coordination, and Collaboration*. The National Governors Association (NGA) described efforts undertaken through the NGA's Governor's Compact to Fight Opioid Addiction and shared some ways that strategies implemented through PFS and DDPI can align with these efforts. The Substance Abuse and Mental Health Services Administration (SAMHSA) followed with an overview on the agency's work on naloxone and how states might build partnerships related to naloxone initiatives going on through SAMHSA. Oregon highlighted their experience engaging in and coordinating opioid initiatives among multiple agencies and sectors. For questions about participating in future sessions, contact Cassandra Thompson at [cthompson@astho.org](mailto:cthompson@astho.org).

Future Learning Community sessions will take place on Thursday, May 4, 2017.

Dr. Deb Houry testified before the Oversight and Investigations Subcommittee of the Energy and Commerce Committee of the House on March 21. The subcommittee pulled together a panel of government witnesses to discuss the growing opioid epidemic, in particular the problems linked to the rise in fentanyl-related deaths. Dr. Houry was joined by Dr. Wilson Compton of NIH as well as representatives from the DEA, Homeland Security, Department of State, and the Office of National Drug Control Policy to educate the subcommittee on the government's efforts to make progress by both cutting off the supply of illicit fentanyl and preventing opioid abuse.



## Other Partner Updates

### National Rx Drug Abuse & Heroin Summit

April 17-20<sup>th</sup> – The [National Rx Drug Abuse & Heroin Summit](#) will be in Atlanta, GA. This is the largest national collaboration of professionals from local, state, and federal agencies, business, academia, treatment providers, and allied communities addressing prescription drug abuse and heroin use. The Summit began in 2012 under the leadership of [Operation UNITE](#) and U.S. Rep. Harold “Hal” Rogers (KY-5<sup>th</sup>).

### NACCHO

Opioid addiction and misuse have affected inner city, suburban, and rural communities, challenging America’s perceptions of what substance use disorders look like, where they occur, and who they affect. In the latest issue of NACCHO Exchange, local health department leaders explore the nation’s opioid crisis from a multidimensional public health perspective, focusing on topics ranging from community-based partnerships and surveillance to harm reduction and overdose prevention. Download the [Winter 2017 NACCHO Exchange](#) to learn more about the effects of opioid misuse on communities around the country, and the diverse approaches local health departments are using to chart a path to recovery.

## Other opportunities

Science of Successful Aging Summit, April 18-19, John A. Hartford Foundation

Preparedness Summit 2017, April 25, NACCHO

First Annual Medication Safety Symposium, April 28

Annual Clinical and Scientific Meeting, May 6-9, ACOG

Road Safety 101, May 11 – June 29 (Application was due 3/30), Road Safety Academy of the UNC Highway Safety Research Center

Family Medicine Advocacy Summit, May 22-23, AAFP

Annual Meeting, May 30 – June 3, ACSM

Summer Meetings and Exhibition, June 3-7, ASHP

April Distracted Driving Awareness Month; Safe+Sound Week, June 12-18, NSC

National Senior Center Conference, June 13-16, NCOA

National Conference on Youth Health and Safety, June 25-28, SADD

## Meet our Branch Chiefs

**Ann Dellinger**

Home, Recreation, and Transportation Branch

**Rita Noonan**

Health Systems & Trauma Systems Branch



Dr. Ann M. Dellinger, PhD, MPH, is an epidemiologist and the Branch



Dr. Rita Noonan, PhD, is the leader of the Health Systems and Trauma Systems

Chief of the Home, Recreation, and Transportation Branch in DUIP. Ann and her colleagues conduct studies in the area of motor vehicle safety, older adult falls, and traumatic brain injury.

**What's your favorite thing about working in DUIP?**

My favorite thing about CDC are my smart, talented, and hard-working coworkers.

**What's your favorite thing about Atlanta?**

Spring flowers

Branch in the Centers for Disease Control and Prevention's (CDC) Division of Unintentional Injury Prevention, in the branch where overdose prevention work occurs.

**What's your favorite thing about working in DUIP?**

The people – they are the smartest, nicest group that I have ever worked with.

**What's your favorite thing about Atlanta?**

The green spaces. For a large city, there are so many trees and beautiful parks.

## Recent Releases

This section features scientific publications, tools and resources recently released from DUIP. For information on articles that do not include full texts, please contact: [duipinquiries@cdc.gov](mailto:duipinquiries@cdc.gov)

### Motor Vehicle

[Head injuries \(TBI\) to adults and children in motor-vehicle crashes](#)

The article highlights the annual national incidence of TBI caused by motor-vehicle crashes in both children and adults. There are important similarities and some differences in the estimates of annual incidence of head injuries and related deaths across databases.

[Child safety and booster seat use in five tribal communities, 2010-2014](#)

Child safety seats prevent injury and death among children in motor-vehicle crashes, yet use is low among American Indian/Alaska Natives. To increase the use of child safety seats (CSS; car seats and booster seats), five tribal communities implemented evidence-based strategies from the Guide to Community Preventive Services during 2010–2014. Observational studies showed that CSS use increased in all five programs (ranging from 6% to 40%).

### Older Adult Falls

[The Role of Pharmacists in Preventing Falls among America's Older Adults](#)

Falls are the leading cause of both fatal and non-fatal injuries in people aged 65 years and older. The use of certain medication that may increase fall risk is a modifiable risk factor. Pharmacists can screen for fall risk, review and optimize medication therapy, recommend vitamin D, and educate patients and caregivers about ways to prevent falls. CDC developed the Stopping Elderly Accidents, Deaths, and Injuries (STEADI) initiative which provides pharmacists

with the tools and resources they need to manage their patients' fall risk. These tools are currently being adapted to specifically advance the roles of pharmacists in reviewing medications, identifying those that increase fall risk, and communicating those risks with patients' primary care providers.

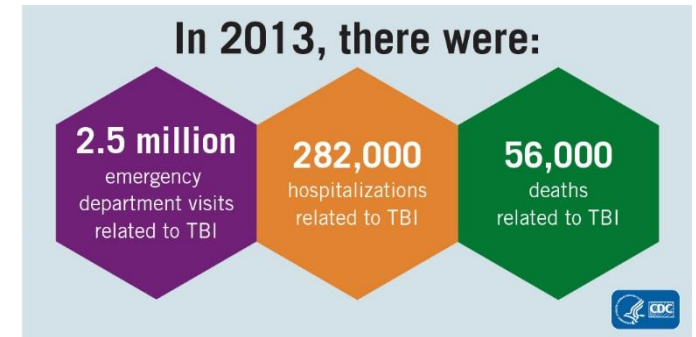
## Traumatic Brain Injury

### MMWR Surveillance Summary: Traumatic Brain Injury-Related Emergency Department Visits, Hospitalizations, and Deaths

CDC analyzed the latest data and reported results on the leading causes of TBI by age group and sex. The data show that in 2013, there were:

- 2.5 million emergency department (ED) visits,
- 282,000 hospitalizations, and
- 56,000 deaths related to TBI.

The most common causes of TBI-related ED visits, hospitalizations, and deaths were falls, being struck by or against an object, and motor vehicle crashes. In addition, from 2007 to 2013, the number of TBIs due to falls among older adults increased significantly. ED visits more than doubled, hospitalizations went up by half, and deaths rose by a third. This across-the-board increase illustrates the critical need to help older Americans prevent falls and protect their health and their independence.



### Service Delivery in the Healthcare and Educational Systems for Children Following Traumatic Brain Injury: Gaps in Care

The American Congress on Rehabilitation Medicine's Pediatric and Adolescent Task Force on Brain Injury was convened to develop a review of evidence and consensus-based description of healthcare and educational service delivery and related recommendations for children with traumatic brain injury. Through a literature review and group discussion, it was determined that the healthcare and educational systems are not well coordinated which results in increased risk for poor TBI outcomes in children. Some of the solutions identified included: identifying at-risk children following TBI, evaluating their rehabilitation, and developing educational services that supports their recovery.

## Prescription Drug Overdose

### Recent Increases in Cocaine-Related Overdose Death and the Role of Opioids

This recent article examines the role of opioids in trends of cocaine overdose deaths from 2000 to 2015. Examining data from the National Vital Statistics System, this assessment found rates per 100,000 of cocaine-related overdose deaths that involved opioids increased from 2000-2006 (from 0.37 to 0.91), decreased in 2010 (to 0.57), and then increased again in 2015 (to 1.36). The study concludes that opioids, primarily heroin and synthetic opioids (e.g., illicitly manufactured fentanyl), have driven the recent increase in cocaine-related overdose deaths.

### MMWR: Methadone Prescribing and Overdose and the Associations with State Preferred Drug List Designations

Methadone accounted for approximately 1% of all opioids prescribed for pain but accounted for approximately 23% of all prescription opioid deaths in 2014. State drug management practices and reimbursement policies can affect methadone prescribing practices and, in turn, might reduce methadone overdose rates within a state. This evidence of decreases in methadone overdoses and use of preferred drug list policies could serve as a model for future decreases in other specific opioid drug-related mortality.

#### [Integrating & Expanding Prescription Drug Monitoring Program Data: Lessons from Nine States](#)

A new evaluation of the PDMP Electronic Health Records Integration and Interoperability Expansion (PEHRIIE) program.

#### [Pain Medicine: Increase in Drug Overdose Deaths Involving Fentanyl – Rhode Island, January 2012-March 2014](#)

Rhode Island experienced a spike in overdose deaths involving fentanyl, this study assessed sociodemographic characteristics, substance use and abuse, and visitation of multiple prescribers and dispensers as risk factors of overdose deaths.

## CONTACT US

For more information about DUIP, or to speak with one of our staff, please email [duipinquiries@cdc.gov](mailto:duipinquiries@cdc.gov)

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